5/11/87 A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF MARCH 1987

(Number of companies reporting this month 45)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	417.9	+ 26.8	+ 6.8			
1986	391.1	- 27.7	- 6.6			
1985	418.8					
CUMULATIVE YTD						
1987	888.8	+ 46.3	+ 5.5			
1986	842.5	-108.2	- 11.4			
1985	950.7					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	897.0	- 61.3	- 6.4			
1986	958.3	+ 96.0	+ 11.1			
1985	862.3					
CUMULATIVE YTD						
1987	2357.1	-103.6	- 4.2			
1986	2460.7	-524.2	- 17.6			
1985	2984.9					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH MARCH 1987

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1987 MONTHLY	174.3	296.5	417.9										296.3
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	280.8
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	316.9
1987 CUMULATIVE YTD	174.3	470.8	888.8										
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
ORDERS RECEIVED*													
1987 MONTHLY	638.6	821.5	897.0										785.7
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	820.2
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.1	92.2	96.4	348.5	995.0
1987 CUMULATIVE	638.6	1460.1	2357.1										
1986 CUMULATIVE	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
1985 CUMULATIVE	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.3	5645.2	
CANCELLATIONS													
1987 MONTHLY	14.6	27.8	21.4										21.3
1986 MONYHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	26.0
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	28.9
ORDERS ON HAND (END OF MONTH)													
1987	843.9	1351.3	1626.7										1274.0
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1430.5
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	114.66	673.0	252.8	379.6	1700.5

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

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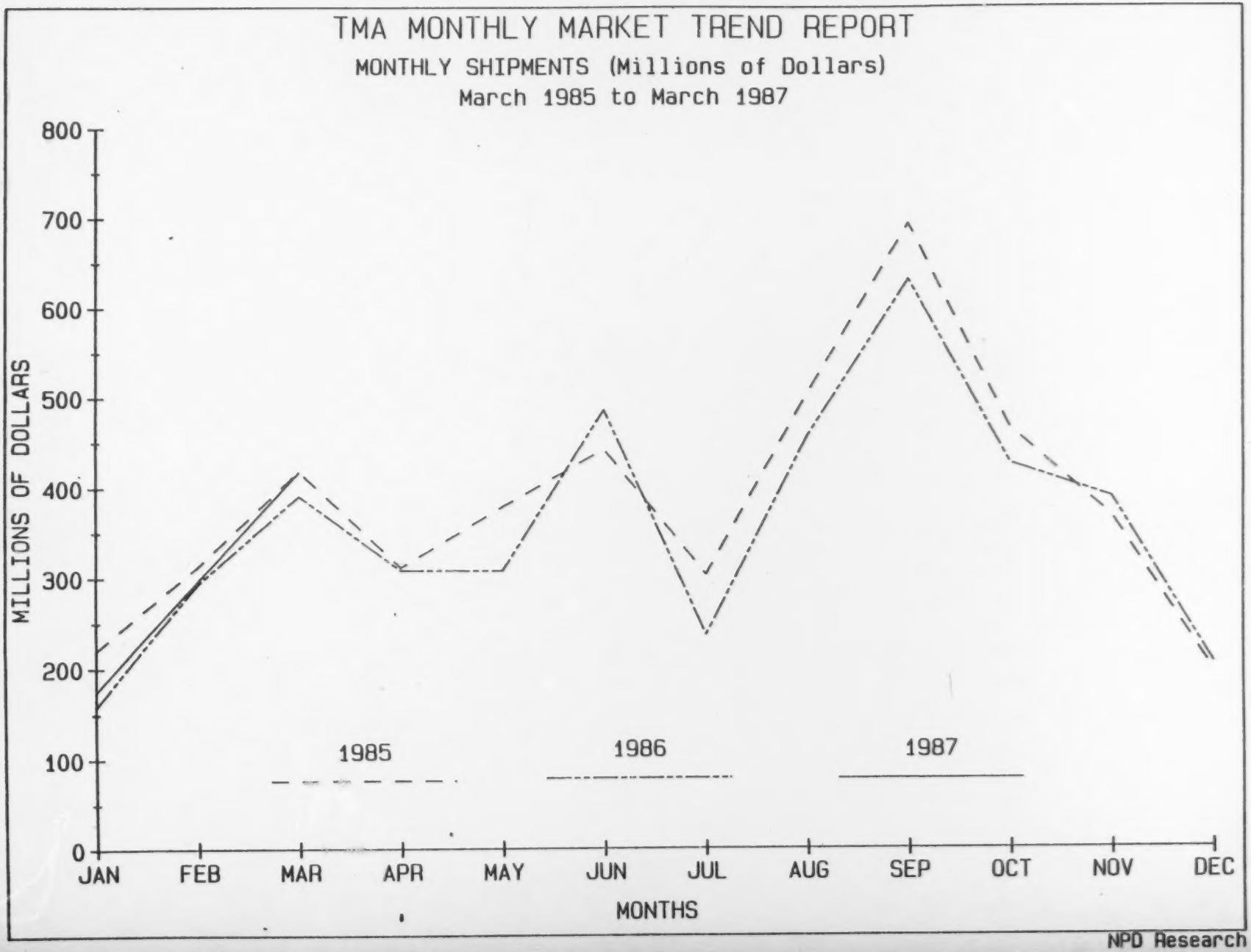
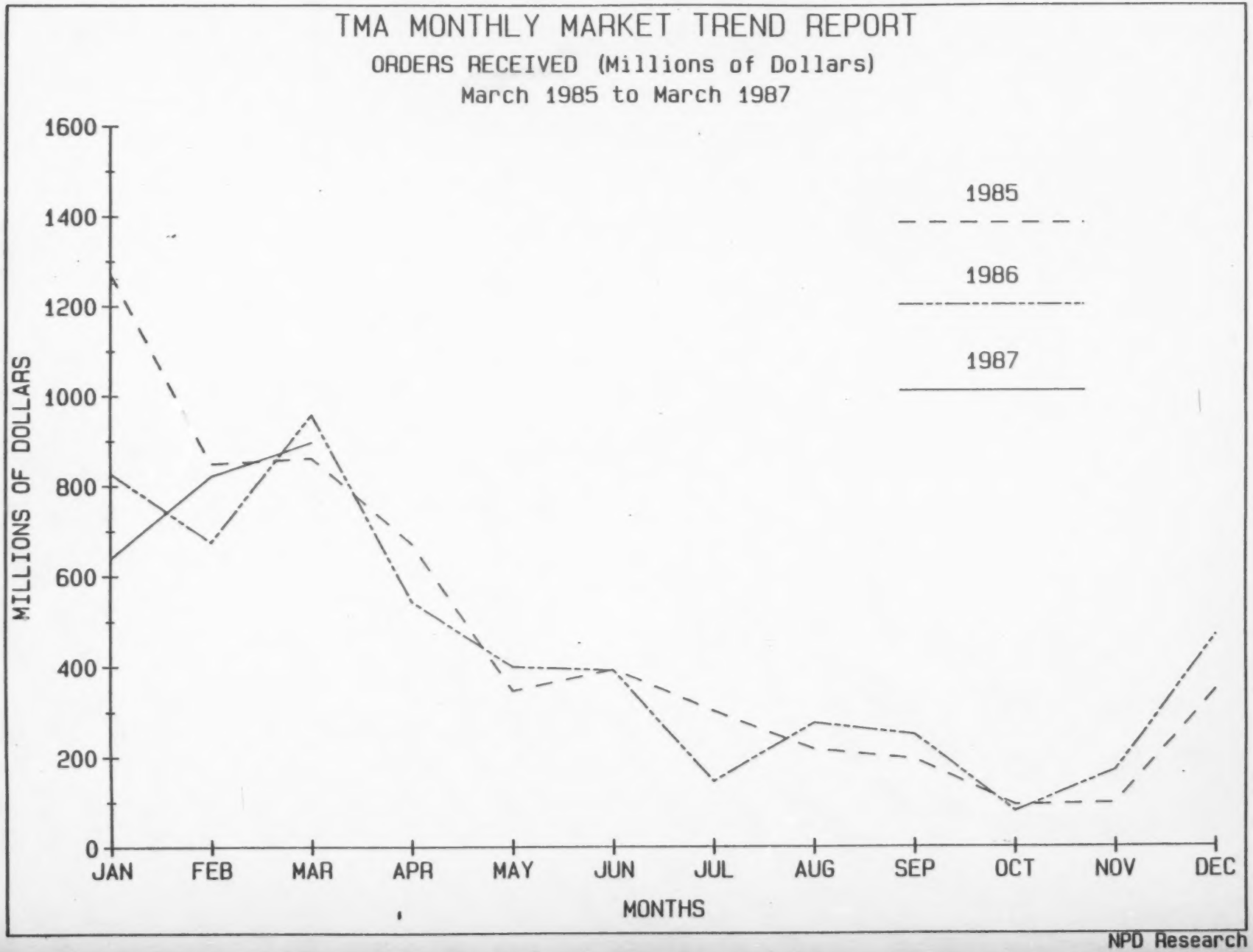

TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
March 1985 to March 1987
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1985
1986
1987
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
March 1985 to March 1987
1985
1986
1987
MILLIONS OF DOLLARS
1600
1400
1200
1000
800
600
400
200
0
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 45 - MARCH 1987

	THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X	X	HEDSTROM	X	X	PARKER BROTHERS	X	X
BANDAI AMERICAN	X	X	H-G TOYS	X	X	PLACO	X	X
BARR	X	X	KENNER	X	X	PLAYMATE TOYS	X	X
BLAZON-FLEXIBLE FLYER	X	X	KRANSCO	X		POWER WHEELS	X	X
CADACO	X	X	LEGO	X	X	PRESSMAN TOY	X	X
CHILTON GLOBE	X	X	LIONEL	X	X	PROCESSED PLASTIC	X	X
COLECO	X	X	LITTLE TIKES	X	X	PROLL	X	X
COLORFORMS	X	X	MATCHBOX (USA)	X		R. DAKIN	X	X
DOLLY TOY	X	X	MATTEL	X	X	ROADMASTER	X	X
EDEN TOYS	X	X	MIGHTY STAR	X	X	SANITOY	X	X
EMPIRE OF CAROLINA	X	X	M & S SHILLMAN	X	X	SCG TOY		
ERTL	X	X	MONOGRAM	X	X	SKILCRAFT	X	X
FISHER PRICE	X	X	NATIONAL LATEX	X	X	STEVEN	X	X
GOLDBERGER DOLL	X	X	OHIO ART	X	X	STROMBECKER CORP	X	
HASBRO	X	X	PARK PLASTICS	X	X	TONKA	X	X
						TYCO	X	X

NOTE: SCG TOYS IS NOT PARTICIPATING THIS MONTH